## REMARKS

### I.   Introduction

Claims 1-12 and 14-23 are pending in the application. In the Office Action dated Nov. 27, 2006, the Examiner rejected claims 1, 3-7, 9-12, and 14 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Pat. No. 6,684,240 ("Goddard") in view of U.S. Pat. No. 6,473,559 ("Knudson") and U.S. Pat. No. 6,005,565 ("Legall"). Further, claims 15-23 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Goddard in view of Legall, and claims 2 and 8 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Goddard in view of Knudson, Legall, and U.S. Pat. No. 6,535,688 ("Kawamura"). In this Amendment, claims 1, 7, and 15 have been amended. Applicant respectfully requests reconsideration and withdrawal of the rejections to the claims.

### II.   The Proposed Combinations Do Not Render Claim 1 Unpatentable

Independent claim 1 recites a receiving unit operable to receive a plurality of program information segments, each of the program information segments being associated with a plurality of program type identifiers, each program type identifier identifying at least a *topic* associated with a content of a program segment. Claim 1 has been amended to clarify that the elements in claim 1 perform actions based on program type identifiers identifying at least *topics* associated with program content. A topic associated with program content generally describes a classification of the program content so that users may locate programs they may have an interest in. For example, as described in the specification, program content may be associated with topics such as "sports," "golf," "baseball," and "soccer."

Claim 1 was rejected as being unpatentable over Goddard in view of Knudson and Legall. Knudson was cited for teaching displaying a title of a program information segment and Legall was cited for teaching a program search processing unit operable to search programs using only program type identifiers that have not been designated invalid. The Examiner asserted that every other element of claim 1 is taught in Goddard. Applicant respectfully disagrees and submits that Goddard does not teach elements that perform actions based on program type identifiers as recited in claim 1. As amended, the program type identifiers of claim 1 identify at least a *topic* associated

with content of a program segment. In contrast, Goddard teaches performing actions based on a *rating* associated with program content.

Goddard is directed to a method of setting acceptable content rating parameters for filtering content in a ratings-enabled media. Generally, Goddard teaches actions such as setting content rating parameters so that content received in the future may be blocked or allowed based on the a rating associated with the content. While Goddard may teach designating a program content as invalid based on a *rating* of the program content, and identifying program content received in the future that has been designated invalid based on a *rating* of the program content, Goddard does not teach performing actions based on a *topic* associated with program content as in amended independent claim 1.

For at least this reason, the proposed combinations of Goddard, Knudson, Legall, and Kawamura as contemplated by the Examiner does not anticipate independent claim 1, or any claim the depends on claim 1, unpatentable. Applicants respectfully request reconsideration and withdrawal of the rejections to the claims.

III.    **The Proposed Combinations Do Not Render Claim 7 Unpatentable**

Independent claim 7 recites a receiving unit operable to receive a plurality of program information segments, each of the program information segments being associated with a plurality of program type identifiers, each program type identifier identifying at least a *topic* associated with a content of a program segment. Like claim 1, claim 7 has been amended to clarify that the elements in claim 7 perform actions based on program type identifiers identifying at least *topics* associated with program content.

Claim 7 was rejected as being unpatentable over Goddard in view of Knudson and Legall. Knudson was cited for teaching displaying a title of a program information segment and Legall was cited for teaching a program search processing unit operable to search programs using only program type identifiers that have not been designated invalid. The Examiner asserted that every other element of claim 7 is taught in Goddard. Applicant respectfully disagrees. As discussed above, Applicant submits that Goddard does not teach elements that perform actions based on program type

identifiers as recited in claim 7. As amended, the program type identifiers of claim 7 identify at least a *topic* associated with content of a program segment. In contrast, Goddard teaches performing actions based on a *rating* associated with program content.

For at least this reason, the proposed combinations of Goddard, Knudson, Legall, and Kawamura as contemplated by the Examiner does not anticipate independent claim 7, or any claim that depends on claim 7. Applicants respectfully request reconsideration and withdrawal of the rejections to the claims.

## IV. The Proposed Combinations Do Not Render Claim 15 Unpatentable

Independent claim 15 recites receiving a plurality of program information segments, each of program information segments being associated with a plurality of program type identifiers, each program type identifier identifying at last a topic associated with a content of a program information segment. Like claims 1 and 7, claim 15 has been amended to clarify that the method of claim 15 includes acts which are performed based on program type identifiers identifying at least *topics* associated with program content.
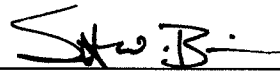
Claim 15 was rejected as being unpatentable over Goddard in view of Legall. Legall was cited for teaching presenting a user with a window from which the user selects elements to filter out any contents that the user would find undesirable. The Examiner asserted that every other element of claim 15 is taught in Goddard. Applicant respectfully disagrees. As discussed above, Applicant submits that Goddard does not teach acts that are performed based on program type identifiers as recited in claim 15. As amended, the program type identifiers of claim 15 identify at least a *topic* associated with content of a program segment. In contrast, Goddard teaches acts that are performed based on a *rating* associated with program content.

For at least this reason, the proposed combinations of Goddard and Legall as contemplated by the Examiner do not render independent claim 15, or any claim that depends on claim 15, unpatentable. Applicant respectfully requests reconsideration and withdrawal of the rejections to the claims.

## V.    Conclusion

In view of the amendments to the claims and foregoing remarks, Applicant submits that the pending claims are in condition for allowance.  Reconsideration is therefore respectfully requested.  If there are any questions concerning this Response, the Examiner is asked to phone the undersigned attorney at (312) 321-4200.

Respectfully submitted,

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